

ORDER



KSNV

Orders
Order / Rev: 107859
Alt Order #:
Product Desc: October 2012 Campaign - Supplemental
Estimate:
Flight Dates: 10/19/12 - 11/01/12
Original Date / Rev: 10/12/12 / 10/25/12
Order Type: GENERAL

Primary AE: Kevin Goodell
Sales Office: VEGS
Sales Region: Local

Agency Name: Policy Communications
Buying Contact:
Billing Contact:
 415 S. 6th St.
 Las Vegas, NV 89101

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Committee to Re-Elect Judge Carolyn I
Demographic: A25-54
Product Codes: PLC12
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	20	\$8,275.00	\$7,033.75
10/29/12	11/01/12	4	\$1,725.00	\$1,466.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	20	\$8,275.00	\$7,033.75	0.00
November 2012	4	\$1,725.00	\$1,466.25	0.00
Totals	24	\$10,000.00	\$8,500.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kevin Goodell	VEGS	Local	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSNV	10/23/12	10/26/12	Today Show	CM	658a-9am	-----	:30	0	\$600.002		0.00	NM	1	\$600.00
				Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-TF--		3				\$600.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
	1	KSNV	10/22/12-10/28/12	Today Show		658a-9am		-T-ThF----		:30		(\$600.00)	0.00	NM	
				See MG 10.4, 10.5, 10.6											
				[NOT AVAILABLE RATE] NOT AVAILABLE RATE											
	3	KSNV	10/22/12-10/28/12	Today Show		658a-9am		-T-ThF----		:30		(\$600.00)	0.00	NM	
				See MG 10.7, 10.8											
				[NOT AVAILABLE RATE] NOT AVAILABLE RATE											
N 2	KSNV	10/22/12	10/24/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	-----	:30	0	\$450.002		0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-W----		2				\$450.00		0.00			
N 3	KSNV	10/24/12	10/26/12	Noon News	CM	12-1230pm	-----	:30	0	\$275.002		0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$275.00		0.00			
N 4	KSNV	10/20/12	10/27/12	Saturday Today	CM	7a-9am	-----	:30	0	\$325.002		0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1				\$325.00		0.00			
		Week: 10/22/12	10/28/12	-----S-		1				\$325.00		0.00			

Order / Rev: 107859
 Alt Order #:
 Flight Dates: 10/19/12 - 11/01/12

Advertiser: Committee to Re-Elect Judge Carolyn Ells
 Product Desc: October 2012 Campaign - Supplemental
 Estimate:
KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	KSNV	10/20/12	10/27/12	Saturday Today Saturday Today	CM	7a-9am	-----	:30	0	\$325.002		0.00	NM	2	\$650.00
N 5	KSNV	10/21/12	10/28/12	News 3 Today - SUNDAY News 3 Today - SUN	CM	9am-930a	-----	:30	0	\$250.002		0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1				\$250.00		0.00			
		Week: 10/22/12	10/28/12	-----S		1				\$250.00		0.00			
N 6	KSNV	10/24/12	10/26/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	-----	:30	0	\$450.002		0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W-F--		2				\$450.00		0.00			
N 7	KSNV	10/24/12	10/26/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-----	:30	0	\$775.002		0.00	NM	2	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W-F--		2				\$775.00		0.00			
N 8	KSNV	10/21/12	10/21/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----	:30	0	\$750.002		0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1				\$750.00		0.00			
N 9	KSNV	10/27/12	10/27/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----	:30	0	\$375.002		0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1				\$375.00		0.00			
N 10	KSNV	10/23/12	10/25/12	The Tonight Show Tonight Show	CM	1135p-1236a	-----	:30	0	\$275.002		0.00	NM	4	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-T---		2				\$275.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSNV	10/22/12-10/28/12	The Tonight Show		1135p-1236a	-T-Th-----	:30		(\$275.00)		0.00	NM		
		See MG 10.3													
		[.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
	2	KSNV	10/22/12-10/28/12	The Tonight Show		1135p-1236a	-T-Th-----	:30		(\$275.00)		0.00	NM		
		See MG 10.4,10.5,10.6													
		[.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
	3	KSNV	10/19/12-10/19/12	The Tonight Show		1135p-1236a	-----F----	:30		(\$275.00)		0.00	NM		
		See MG 10.4,10.5,10.6													
		[.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
	4	KSNV	10/26/12-10/26/12	The Tonight Show		1135p-1236a	-----F----	:30		(\$500.00)		0.00	NM		
		See MG 10.7,10.8													
		[.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
	5	KSNV	10/26/12-10/26/12	M-F Today Show III 4th Hr		10am-11am	-----F----	:30		\$325.00		0.00	NM		
		MG for 10.3,1.1,10.2													
	6	KSNV	10/29/12-10/29/12	M-F Today Show III 4th Hr		10am-11am	M-----	:30		\$325.00		0.00	NM		
		MG for 10.3,1.1,10.2													
	7	KSNV	11/01/12-11/01/12	The Tonight Show		1135p-1236a	---Th-----	:30		\$500.00		0.00	NM		
		MG for 1.3,10.4													
	8	KSNV	10/29/12-10/29/12	Today Show		658a-9am	M-----	:30		\$600.00		0.00	NM		
		MG for 1.3,10.4													
N 11	KSNV	10/23/12	10/29/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	-----	:30	0	\$300.002		0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TW-F--		3				\$300.00		0.00			
		Week: 10/29/12	11/04/12	M-----		1				\$300.00		0.00			
													Totals	24	\$10,000.00